

# AR16

Code: 16MBA3005

**SET-2**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**II MBA III Semester Regular Examinations, November, 2017**

## **Advertising and Brand Management**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. a) What do you understand by the term advertising? Explain the emerging trends in advertising.  
b) Discuss the changing scenario of advertising in the age of information technology.
2. a) Explain the role of creativity in developing an ad?. Write about the creativity process.  
b) Explain the different steps in media planning in advertisement.
3. Discuss the various media strategy used in advertisements and their implementation issues.
4. Explain the different kinds of relationships an Ad. Agency has to develop and nurture.
5. a) Discuss the buying process a consumer is likely to pass through while selecting brands of different televisions.  
b) How are sales affected through marketing communication?
6. a) Branding is the core of the marketing strategy. Explain.  
b) What are the different types of branding strategies available.
7. a) Give a brief note of the following (Any Two):  
i) Brand Equity ii) Brand Positioning iii) E - Branding  
b) How are sales affected through branding and positioning?

## 8. CASE STUDY:

Archies is the first Indian branded store in the organized sector dealing in branded greeting cards and gifts for all occasions. The co. sells 65 million greeting cards every year. The co. could get a large market share in India as there were no dominant players in this category. Archies has continuously focused on emotions and feelings which led to its success. This is reflected in its mission statement *the most special way to say you care*.

The brand portfolio includes all season greeting cards, photo albums, photo frames, soft toys, mugs, key chimes and stationary. In order to cater to multicultural, multilingual society like India Archies ventured into regional language greeting cards. Its ad. 'There are two kinds of people: those who send a card and those who don't care' touched an emotional chord among people. Its various television commercials reflecting emotions of loved ones and the manifestation of feelings through an Archies card enjoyed top of mind recall. Archies has tied up with NGOs like CRY and Helpage India for under privileged children and elderly people. However during Holy festival it launched series of cards which poked fun at each other and some were sexist in nature. This was not taken kindly specially by women and large dharnas were seen outside Archies shops and malls. Taken by surprise the co. withdrew the cards and mounted an all India campaign called salute to womanhood apologising for its cards. After which it was able to establish itself as a major player in the field, and has been voted as one among the 101 Superbrands in India by the Superbrands Council of India.

- i) Archies enjoys a monopoly in the Indian market. What strategies have been used to get there and hold on to the position?
- ii) What would have been your alternate strategy for damage control when Archies was in crisis? Discuss after critically analyzing the strategy used by the company.